



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE
SUBJECT: **HEALTHY EATING AND ACTIVE
LIVING CITY RESOLUTION**

FROM: Councilmember Kansen Chu
DATE: October 5, 2011

APPROVED:

DATE:

10/5/11

RECOMMENDATION:

I recommend that the Rules and Open Government Committee place on the City Council's agenda an item to adopt a resolution supporting the Healthy Eating Active Living Cities Campaign.

BACKGROUND:

The Healthy Eating Active Living Cities (HEAL) Campaign is a partnership of the League of California Cities, the California Center for Public Health Advocacy, and the Cities, Counties and School Partnership. The Campaign works with California cities to adopt policies that will improve the physical activity and food environments for all residents.

City leaders across California are stepping up to help stem the obesity epidemic in their communities. Cities and their residents are facing increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity's rising tide. Significant societal and environmental changes are needed to support individual efforts to make healthier choices. To that end, the HEAL Cities Campaign is intended to help municipalities promote policies to help reduce obesity and overweight.

The HEAL Cities Campaign is promotes policy options that cities can adopt to improve nutrition and physical activity environments in their communities:

- **Land Use** – Using cities' planning, zoning, and infrastructure investment to have a positive effect on health.
- **Healthy Foods** – Encouraging the use of planning, economic development, and public relations tools for attracting and supporting healthy food retailers.
- **Employee Wellness** – Exploring ways to reduce the burden of worker healthcare costs by helping workers overcome obesity.

By adopting a resolution in support of the HEAL Cities Campaign, the City of Jose is promoting employee wellness and improved quality of life for residents.



HEALTHY EATING ACTIVE LIVING CITY RESOLUTION

PURPOSE AND INTRODUCTION

Cities and their residents face increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. City leaders across California are addressing the crisis by implementing land use and employee policies which encourage physical activity and nutritious eating.

League of California Cities led the way with a resolution in 2004 which encouraged cities to embrace policies that promote healthier lifestyles and communities. Two years later, the League adopted a resolution to work together with the Institute for Local Government, and the Cities Counties and Schools Partnership to develop a clearinghouse of information that cities can use to promote wellness policies and healthier cities. The Healthy Eating Active Living Cities Campaign grew out of these resolutions and is a partnership of the California Center for Public Health Advocacy and the League of California Cities.

INSTRUCTIONS

The following draft resolution is written to provide a menu of potential HEAL Cities Campaign policies. Cities are encouraged to modify the resolution based on local conditions and to the policy actions suitable for their city at this time.

All California cities which adopt policies encouraging physical activity and good nutrition are eligible to be a Healthy Eating Active Living City and upon review and approval, become eligible for public relations and marketing resources including use of the HEAL Cities logo.

Please contact the campaign and share your adopted resolution and supporting policies.

www.healcitiescampaign.org

RESOLUTION NO. ____ SETTING FORTH [MUNICIPALITY]'S

PREAMBLE/WHEREAS CLAUSES

A draft resolution based on this model should include a preamble that contains "findings" of fact that support the need for the city to pass the resolution. The preamble contains information supporting the need for the resolution – in this case documenting the need for obesity prevention strategies. Some possible findings are listed as "Whereas" clauses below. Cities may have others.

COMMITMENT TO OBESITY PREVENTION

WHEREAS, in 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise; and

WHEREAS, the League of California Cities has a strategic goal to promote and develop safe and healthy cities; and

WHEREAS, in July 2010 the League of California Board of Directors resolved to partner with and support the national *Let's Move Campaign*, and encourages California cities to adopt preventative measures to fight obesity; and

WHEREAS, more than half of California's adults are overweight or obese and therefore at risk for many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and, hypertension; and

WHEREAS, one in four youth between the ages of 9 and 16 in California is overweight. <Enter local data available at <http://www.publichealthadvocacy.org/growingepidemic.html>>

WHEREAS, more children are being diagnosed with diseases linked to overweight and obesity previously seen only in adults, such as Type 2 diabetes and heart disease; and

WHEREAS, the current generation of children are expected to have shorter lives than their parents due to the consequences of obesity; and

WHEREAS, obesity takes a tremendous toll on the health, productivity of all Californians;

WHEREAS, the annual cost to California—in medical bills, workers compensation and lost productivity— for overweight, obesity, and physical inactivity exceeds \$41 billion;

WHEREAS, teens and adults who consume one or more sodas or sugar sweetened beverages per day are more likely to be overweight or obese;

WHEREAS, California Senate Bill 375 and Assembly Bill 32 call on cities to adopt plans to reduce greenhouse emissions which include reducing vehicular miles traveled; and

WHEREAS, local land use policy governs development of the built environment in which individuals make personal nutrition and physical activity choices; and

WHEREAS, by supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity; and

WHEREAS, <add pertinent local conditions>;

NOW, THEREFORE, LET IT BE RESOLVED that the City Council hereby recognized that obesity is a serious public health threat to the health and wellbeing of adults, children and families in [name of city]. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity's rising tide. Significant societal and environmental changes are needed to support individual efforts to make healthier choices. To that end, [name of city] adopts this Healthy Eating Active Living resolution:

I. Built Environment

BE IT FURTHER RESOLVED that [name of city] planners, engineers, park and recreation department, community economic and redevelopment personnel responsible for the design and construction of parks, neighborhoods, streets, and business areas, should make every effort to:

- Prioritize capital improvements projects to increase the opportunities for physical activity in existing areas;
 - Plan and construct a built environment that encourages walking, biking and other forms of physical activity;
 - Address walking and biking connectivity between residential neighborhoods and schools, parks, recreational resources, and retail;
 - Facilitate the siting of new grocery stores, community gardens and farmers markets in underserved communities to increase access to healthy food, including fresh fruits and vegetables;
 - Expand community access to indoor and outdoor public facilities through joint use agreements with schools and/or other partners
 - Map existing fast food outlets and draft an ordinance which will place limits on fast food around schools and in neighborhoods with over-concentrations of unhealthy food outlets;
 - Revise comprehensive plans and zoning ordinances to increase opportunities for physical activity and access to health foods wherever and whenever possible, including compact, mixed-use and transit-oriented development;
 - Include health goals and policies related to physical activity and access to healthy food in the general plan update;
 - Build incentives for development project proposals to demonstrate favorable impact on resident and employee physical activity and access to healthy foods;
 - Examine racial, ethnic, and socio-economic disparities in access to healthy foods and physical activity facilities or resources and adopt strategies to remedy these inequities.
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II. Employee Wellness

BE IT FUTHER RESOLVED that in order to promote wellness within [name of city], and to set an example for other businesses, [name of city] pledges to adopt and implement an employee wellness policy that will:

- Offer employee health incentives for healthy eating and physical activity¹ ;
- Establish physical activity breaks for meetings over one hour in length;
- Accommodate breastfeeding employees upon their return to work;
- Encourage walking meetings and use of stairways.

BE IT FUTHER RESOLVED to set nutrition standards for vending machines located in city owned or leased locations²;

BE IT FUTHER RESOLVED to set nutrition standards for food offered at city events, city sponsored meetings, served at city facilities and city concessions, and city programs.

III. Healthy Food Access

BE IT FUTHER RESOLVED that [name of city] encourages restaurants doing business in [name of city] to:

- Disclose the calorie amount and grams of fat for each menu item listed on a menu or menu board in a clear and conspicuous manner.
- Remove foods containing artificial trans fat from their menu offering.

BE IT FURTHER RESOLVED that [name of city] encourages food retailers doing business in [name of city] to prominently feature healthy check-out lanes free of high density foods;

BE IT FURTHER RESOLVED that restaurants and food retailers that promote healthy food choice in the above manners be recognized by the city and will be entitled to display a [name of city] Healthy Eating Active Living logo.

IV. Implementation

BE IT FURTHER RESOLVED that the head of each affected agency or department should report back to the City Council annually regarding steps taken to implement the Resolution, additional steps planned, and any desired actions that would need to be taken by the city council.

Note: cities are encouraged to tailor this clause to delegate specific implementation tasks and deadlines as appropriate.

¹ May Include Incentive such as fresh fruit in break rooms, gym discounts, fifteen minutes paid exercise time per day, etc.

² Various standards available from HEAL Cities Campaign